

General Certificate of Secondary Education

A266CA

Business and Communication Systems

Unit A266: Developing business communication systems

Specimen Controlled Assessment Material

INSTRUCTIONS TO TEACHERS

- Please refer to Section 5 of the Business and Communication Systems specification for instructions on completing controlled assessment tasks.
- Each candidate's Quality of Written Communication is assessed on the sections marked with an asterisk [*].
- Candidates choose **one scenario** from a choice of two scenarios. Candidates complete the set tasks and activities from the chosen scenario.
- The combined word limit for both tasks is 2000 words.

Scenario 1

The owner/managing director of a local manufacturer (your teacher may tell you which manufacturer or you might be able to negotiate this with them) has asked you to investigate the ways in which it communicates with its suppliers. The owner/managing director has given you the following terms of reference.

I would like you to investigate the ways in which our business communicates with its suppliers and make recommendations for how our systems and/or communications can be improved. You should present your work to me as a formal business report. You will have approximately four hours in which to design, carry out and analyse research for this project and approximately three hours to produce your written report. In addition, I would like you to produce a letter which I can use to help persuade suppliers to accept the changes you propose. You will have approximately one hour to produce the letter.

The specific requirements for the report and letter are given in Tasks 1 and 2 below.

Task 1

Your report should contain answers to the following activities.

- a) Describe the main features of the communication systems the manufacturer uses to communicate with suppliers. [6]
- b) Describe the main messages and media which the manufacturer uses to communicate with suppliers. [6]
- c) Analyse the capabilities and limitations of the existing systems used by the manufacturer to communicate with suppliers. [6]
- d) What do suppliers think of the communications received from the manufacturer and what recommendations for improvement do they make? Why do they want these improvements to take place? [6]
- e) What recommendations would you make for improvements in the way in which communication takes place between the manufacturer and its suppliers? Explain why you are making these recommendations. [6]
- f) What impact will these changes have on the manufacturer and its suppliers? Why is this? [9]

The report can be word-processed and should be of professional quality including appropriate charts, graphs, images and tables. You should use a structure appropriate to a formal report. It is suggested that you spend approximately three hours producing this report. [6*]

Task 2

Produce a high quality letter which the owner/managing director can use to persuade suppliers to accept the changes you propose. The letter should emphasise the benefits to suppliers of the proposed changes. It is suggested that you spend approximately one hour creating the letter.

[15*]

[Total: 60 marks]

Scenario 2

The director of a local leisure centre (your teacher may tell you which leisure centre or you might be able to negotiate this with them) has asked you to investigate the ways in which it communicates with its existing and potential customers. The director has given you the following terms of reference.

I would like you to investigate the ways in which our leisure centre communicates with our existing and potential customers and make recommendations for how our systems and/or communications can be improved. You should present your work to me as a formal business report. You will have approximately four hours in which to design, carry out and analyse research for this project and approximately three hours to produce your written report. In addition, I would like you to produce a letter which I can use to help persuade existing or potential customers to accept the changes you propose. You will have approximately one hour to produce the letter.

The specific requirements for the report and letter are given in Tasks 1 and 2 below.

Task 1

Your report should contain answers to the following activities:

- a) Describe the main features of the communication systems the leisure centre uses to communicate with existing and potential customers. [6]
- b) Describe the main messages and media which the leisure centre uses to communicate with existing and potential customers. [6]
- c) Analyse the capabilities and limitations of the existing systems used by the leisure centre to communicate with existing and potential customers. [6]
- d) What do customers think of the communications received from the leisure centre and what recommendations for improvement do they make? Why do they want these improvements to take place? [6]
- e) What recommendations would you make for improvements in the way in which communication takes place between the leisure centre and its existing or potential customers? Explain why you are making these recommendations. [6]
- f) What impact will these changes have on the leisure centre and its customers? Why is this? [9]

The report can be word-processed and should be of professional quality including appropriate charts, graphs, images and tables. You should use a structure appropriate to a formal report. It is suggested that you spend approximately three hours producing this report. [6*]

Task 2

Produce a high quality leaflet which the leisure centre director can use to persuade customers to accept the changes you propose. The leaflet should emphasise the benefits to customers of the proposed changes. It is suggested that you spend approximately one hour creating the leaflet.

[15*]

[Total: 60 marks]



OXFORD CAMBRIDGE AND RSA EXAMINATIONS

General Certificate of Secondary Education

**BUSINESS AND COMMUNICATION
SYSTEMS**

Specimen Controlled Assessment Mark Scheme

The maximum mark for this unit is **60**

SPECIMEN

All marks are awarded in the context of the current controlled assignment.

Task 1 (45 marks)

AO1 – 9 marks

AO2 – 18 marks

AO3 – 18 marks

	Band 1	Band 2	Band 3
Activity a)	Some limited features of the communications system(s) are identified. [0 1 2]	Some of the main features of the communications system(s) are clearly described. [3 4]	The main features of the communications system(s) are described in detail. [5 6]
Activity b)	A few limited messages, media, and devices which the organisation uses are identified. [0 1 2]	Some of the main messages, media, and devices which the organisation uses are clearly described. [3 4]	The main messages, media, and devices which the organisation uses are described in detail. [5 6]
Activity c)	A few limited capabilities and limitations of the existing systems used are described. [0 1 2]	Some of the main capabilities and limitations of the existing systems used are analysed in brief. [3 4]	The main capabilities and limitations of the existing systems used are analysed in detail. [5 6]
Activity d)	Some opinions of relevant stakeholders and recommendations for improvement are identified. Some limited reasons for the improvements are given. [0 1 2]	The opinions of relevant stakeholders and recommendations for improvement are described. Some clear reasons for the improvements are analysed in brief. [3 4]	The opinions of relevant stakeholders and recommendations for improvement are described in detail. Reasons for the improvements are analysed in detail. [5 6]
Activity e)	A few limited recommendations for improvements in the way in which communication takes place are identified and briefly described. [0 1 2]	Recommendations for improvements in the way in which communication takes place are analysed in brief with some limited justification. [3 4]	Recommendations for improvements in the way in which communication takes place are analysed in detail and comprehensively justified. [5 6]
Activity f)	Some limited impact of the recommended changes is identified and briefly described. [0 1 2 3]	The impact of the recommended changes is clearly identified and analysed in brief with some limited assessment of the overall impact. [4 5 6]	The overall impact of the recommended changes is analysed and assessed in detail. [7 8 9]
Report *	A report which is of basic quality. ICT is used with basic competence, with some limited use of formatting, charts, graphs, images and tables. To be of a useable standard the report would require significant improvements to content, layout, spelling, punctuation and grammar. [0 1 2]	A report which is of below professional quality. ICT is used competently, with some effective use of formatting, charts, graphs, images and tables. To be of a useable standard the report would require only minor improvements to some of the content, layout, spelling, punctuation or grammar. [3 4]	A report which is near professional quality. ICT is used to a high standard with effective use of formatting, charts, graphs, images and tables. The report is of a useable standard or to become so would only require a very few minor amendments. [5 6]

Task 2 (15 marks)

AO1 – 3 marks

AO2 – 6 marks

AO3 – 6 marks

	Band 1	Band 2	Band 3
Content	<p>The proposals are briefly summarised. Some benefits to the specified stakeholder are identified. There is a limited, and only partially successful, attempt to 'sell' the proposals to the stakeholder.</p> <p>[0 1 2 3]</p>	<p>The proposals are clearly summarised. A range of ways in which the specified stakeholder group will benefit from the proposals are clearly described. There is a clear and largely successful attempt to 'sell' the proposals to the stakeholder.</p> <p>[4 5 6]</p>	<p>The proposals are summarised effectively. A comprehensive range of ways in which the specified stakeholder group will benefit from the proposals are described in detail. There is a successful attempt to 'sell' the proposals to the stakeholder.</p> <p>[7 8 9]</p>
Document *	<p>A basic quality document which is of below-professional quality due to obvious errors of content and communication. To be of a useable standard the document would require significant improvements to content, layout, spelling, punctuation and grammar.</p> <p>[0 1 2]</p>	<p>A good quality document which is of below-professional quality due to occasional errors of content and communication. To be of a useable standard the document would require only minor improvements to some of the content, layout, spelling, punctuation or grammar.</p> <p>[3 4]</p>	<p>A high quality document which is of near-professional quality. The document is of a useable standard or to become so would only require a very few minor amendments.</p> <p>[5 6]</p>

Assessment Objectives Grid (includes QWC*)

Task	AO1	AO2	AO3	Total
Task 1	9	18	18*	45
Task 2	3	6	6*	15
Total	12	24	24*	60

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